

Service & Activities Fee Base Funding Request Form

## The Observer

Submitted By: Gretchen Lohse, gretchen.lohse@cwu.edu on 11/27/2024 9:57:36 AM

Pending Approval

### 2026-2029 Service & Activities Fee Base Funding Request Form

#### Program/Department Name

The Observer

#### Program Manager

Gretchen Lohse

#### Do you currently receive S&A Base Funding?

Yes

#### How does the program support the University's Vision and Mission?

<https://www.cwu.edu/about/mission-vision/>

The Observer cultivates a community of equity and belonging. We are a high impact organization that seeks to better inform and elevate the student body. The organization is run by students, for students, and continuously rotates staff from various academic backgrounds, thus ensuring our ongoing, authentic community partnership with students and the surrounding Ellensburg area. We have operated as a high impact practice for many years, even before it became part of the university's mission. We give voice to student struggles and student experiences, pulling students from across campus and involving students from multiple majors and disciplines. We also aim to cover all aspects of campus life and reach out to sources from all over the community and the campus.

#### How does your request support current CWU students?

We offer a practical opportunity for students looking to enter the journalism, photography, graphic design, web management, social media, events and marketing fields. We provide an outlet representing the magnitude of all student life experience through our interviews, photoshoots, and invitations to our podcast. The newspaper provides news and information essential for the campus community and keeps students informed of events and actions by campus administrators, all of which directly impacts their lives.

#### What metrics or assessment do you have (or intend to have) to measure the success of your program?

The Observer measures the distribution of their print copies, page hits, and impressions on their websites, and followers, likes, and interactions on social media. Observer offers a space for guest submissions and letters to the editor to invite direct feedback from readers. This publication also receives comments on stories online. The student media business manager also records impressions of purchased ads online and reports those stats to paying vendors and to S&A funders.

#### Is this program associated with enrollment in academic course or academic credit?

Yes

#### Identify your S&A funding category?

**Did any organizational changes occur in your previous quadrennial in comparison to this quadrennial ask?**

Yes

**If yes, please explain organizational changes**

Advertising revenue has decreased since the pandemic, coupled with rising printing costs and minimum wage, our bottom line has been affected.

**Current Annual Report\***

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**Submit Base Funding Budget Form and Organizational Chart\***

located: <https://www.cwu.edu/about/offices/services-activities/resources/index.php>

[0715f488-b37d-4814-9f7e-26e138266cca.pdf](#)

**Additional Documents (optional)\***

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